

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A retractable cable assembly, ~~in which a retractable cable is connected to a flexible circuit board element~~ for connection with an electronic device, the assembly including:

_____ a retractable cable including one or more wires therein;

_____ a take-up reel having an axis of rotation, the cable being wound about said reel; and

_____ a flexible circuit board element, the flexible circuit board element comprising a base portion and an elongate coiled strip formed from a single flexible circuit board substrate;

_____ wherein said base portion has electrical circuitry mounted thereon, including connection circuitry for connecting with the electronic device,

_____ said elongate coiled strip has electrical connection tracks provided thereon, said tracks at a first end connecting with said circuitry on said base portion and at a second end connecting with one or more of said wires of said retractable cable, and

_____ said coiled strip is housed within said reel, with said base portion extending transversely to said axis of rotation of said reel.

2-6. (Canceled).

7. (Previously Presented) The assembly of claim 1, wherein the flexible circuit board element has a flexible substrate, conductive elements thereon, and an insulative cover layer.

8. (Currently Amended) The assembly of claim 7~~1~~, wherein the flexible substrate is made from one or more of polyamide, polyimide and polyester.

9. (Previously Presented) The assembly of claim 1, wherein the flexible circuit board element is single-sided, double-sided or multilayered.

10. (Previously Presented) The assembly of claim 1, wherein the cable is of a flat configuration.

11-14. (Canceled)

15. (Currently Amended) The assembly of claim ~~14~~1, wherein the flexible circuit board element is wound in an opposite direction to the winding of the cable.

16. (Currently Amended) The assembly of claim ~~14~~1, wherein the take-up reel includes connection elements for connecting wires from the cable with tracks of the flexible circuit board element.

17. (Currently Amended) The assembly of claim ~~14~~1, wherein the retractable cable is anchored towards its reel end.

18. (Currently Amended) The assembly of claim ~~17~~1, wherein the retractable cable is clamped to the reel.

19. (Previously Presented) The assembly of claim 17, wherein anchoring occurs at a connection between the cable and flexible circuit board element.

20-23. (Canceled).

24. (Previously Presented) The assembly of claim 1, wherein the reel is spring-biased to retract the cable.

25. (Original) The assembly of claim 24, wherein the assembly includes a coiled spring to provide the spring-bias.

26. (Previously Presented) The assembly of claim 1, including a latch mechanism to prevent retraction of the cable until the latch mechanism is released.

27. (Previously Presented) The assembly of claim 1, including a sensor for indicating that the cable is extended and/or retracted.

28. (Currently Amended) The assembly of claim 1, wherein the assembly is adapted to be integral ~~with~~ with said device.

29. (Original) The assembly of claim 28, wherein the flexible circuit board element is adapted to provide a connection between the cable and input and/or output circuitry of the device.

30. (Previously Presented) The assembly of claim 1, wherein the assembly is configured as a stand-alone unit.

31. (Original) The assembly of claim 30, wherein the flexible circuit board element provides a connection between the cable and connection componentry for connecting the cable to an input and/or output connection of another device.

32. (Previously Presented) The assembly of claim 1, wherein the assembly includes a transducer component at the free end of the retractable cable.

33. (Currently Amended) An assembly according to claim 1, wherein a free end of the cable ~~device~~ includes thereon one or more of an earphone, an microphone, a headset, a loudspeaker, and/or a games controller.

34. (Previously Presented) The assembly of claim 1, wherein the assembly includes a connection element at the free end of the retractable cable.

35. (Currently Amended) The assembly ~~according to~~ of claim 1, including two or more retractable cables.

36-39. (Canceled).

40. (Currently Amended) A retractable cable assembly, in which the cable is connected to associated circuitry through a flexible circuit board element that comprises a base portion on which the circuitry is mounted and an elongate coiled strip that connects with the cable, said base portion and said strip being formed from a single substrate on which are provided electrical tracks for connecting the circuitry with the cable.

41-42. (Canceled).

43. (Previously Presented) A device including a retractable cable assembly according to claim 1.

44. (Original) The device of claim 43, wherein the device comprises one of a mobile phone, a portable computing device, or a personal sound device.

45. (Previously Presented) A personal electronic device including an assembly in accordance with claim 1.

46. (Currently Amended) A cable management assembly including a flexible circuit board element that connects an extendible cable with associated electronic componentry, wherein said flexible circuit board element includes a base portion on which said electronic componentry is mounted, and an elongate coiled strip with which said extendible cable connects, said base portion and said coiled strip being integrally formed from a single substrate on which is provided a plurality of conductive tracks for connecting said electronic componentry with said cable.

47. (Currently Amended) A cable management assembly including a retractable cable mounted on a take-up reel, and a coiled flexible circuit board element mounted within the take-up reel and electrically connected to the retractable cable so as to allow the cable to connect with associated electronic circuitry whilst also accommodating movement of the reel end of the cable when the cable is retracted or extended, said coiled flexible circuit board element including a coiled strip portion and a flat base portion formed integrally therewith from a single substrate, said associated electronic circuitry being provided on said base portion, and said base portion extending transversely to an axis of rotation of said take-up reel and said coiled strip portion.

48. (Currently Amended) A cable management assembly including a retractable cable and a unitary flexible circuit board element, the flexible circuit board element having a coiled

portion and a land portion, with the coiled portion coiling about an axis inclined to the plane of the land portion, the coiled portion and the land portion having one or more electrical tracks extending thereacross thereon, and the land portion having one or more electronic components thereon, the cable connecting with the tracks of the coiled portion.

49-58. (Canceled).

59. (New) The retractable cable assembly of claim 1, wherein a microswitch is mounted on said base portion for detecting retraction of said cable.

60. (New) A cable management system, comprising:

a retractable cable including one or more wires therein;

a take-up reel lying in a plane and having an axis of rotation perpendicular thereto, the cable being wound around the reel; and

a flexible circuit board element comprising a base portion and elongate coiled strip formed from a single substrate, wherein said elongate coiled strip is mounted within said reel and has one or more conductive tracks provided thereon that connect with said one or more wires of said retractable cable, and

said base portion extends in the plane of the reel outwardly past the periphery of the reel to form a surface for mounting componentry, and wherein a microswitch is mounted on said surface adjacent said cable to determine whether said cable is in retracted or extended condition.

61. (New) A method of making a retractable cable assembly, the assembly including a flexible circuit board element for connecting a cable to associated circuitry, the flexible circuit board element having a base portion and an integral elongate coil, wherein the method includes the step of forming said base portion and elongate coil portion from a single substrate, connecting said associated circuitry to said base portion, and connecting said elongate coil to said cable.

62. (New) The method of claim 61, including the step of cutting said base portion and said spiral coil portion from a flat substrate on which are laid electrical tracks, the coil portion being formed as a spiral strip about the base portion and connecting thereto via a neck portion, and including the steps of bending the neck portion out of the plane of the base portion, and winding the spiral strip into a coil about an axis defined by the bent neck portion.